



# DYNAMIC DOCUMENT CONTEXT MARK-UP TECHNIQUE IMPLEMENTED OVER A COMPUTER NETWORK

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## RELATED APPLICATION DATA

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The present application claims priority under 35 U.S.C. § 119 to U.S.

Provisional Application Serial No. 60/229,452 (Attorney Docket No. KABAP002P), naming Assaf et al. as inventors, and filed August 30, 2000, the entirety of which is incorporated herein by reference in its entirety for all purposes.

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The present application also claims priority under 35 U.S.C. § 119 to U.S. Provisional Application Serial No. \_\_\_\_\_ (Attorney Docket No. KABAP002P2), naming Assaf et al. as inventors, and filed August 9, 2001, the entirety of which is incorporated herein by reference in its entirety for all purposes.

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## BACKGROUND OF THE INVENTION

Despite the Internet's recent origin, this medium has rapidly become an important source of information for individuals and businesses. The popularity of the Internet as an information source is due, in part, to the vast amount of available information that can be downloaded by almost anyone having access to a computer and a modem. One of the Internet's strength lies in its open-ended nature since it is not supervised or controlled by any person or entity. These and other factors have caused an exponential increase in Internet usage and with it, an exponential increase in the volume of information available.

Moreover, the internet is especially conducive to conduct electronic commerce, and has already proven to provide substantial benefits to both businesses and consumers. Many web servers have been developed through which vendors can advertise and sell products directly to potential clients whom access their websites. To attract potential consumers to their websites, however, like any other business, requires target advertising. One of the most common and conventional advertising techniques

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Docket #	KABAP002	By:	MLL/rcr	Date of this mailing:	August 29, 2001
Appl'n #:	Please Assign	Filing Date:	Aug. 29, 2001	Express Mail #	EL898676599US
Inv(s)	Assaf Henkin et al.				
Title:	DYNAMIC DOCUMENT CONTEXT MARK-UP TECHNIQUE IMPLEMENTED OVER A COMPUTER NETWORK				

The following have been received in the U.S. Patent Office on the date stamped hereon:

Item	Description	J1011 U. S. PTO 09/943524	# Pgs
1.	Patent Application Transmittal w/certif. of express mailing	08/29/01	2
2.	Specification, Claims and Abstract	08/29/01	91
3.	Informal drawing sheets		45
4.	Check # 4633 for \$961		
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